

AMS, Fruit and Vegetable Program Specialty Crop Block Grant Program Fiscal Year 2008 Awards

3 States awarded fiscal year 2008 funds
Application deadline is March 5, 2009.
Most recent awards are listed first.

New Mexico Department of Agriculture - \$114,950.31 to:

- Implement a ten-state green chile promotion focused on the retail market; and
- Promote value-added chile products and educate consumers on how to use and enjoy frozen green chile and red chile puree.

Massachusetts Department of Agricultural Resources - \$224,179.65 (applied for both FY07 and FY08 funds), to:

- Foster the expansion of the use of the “Logo” program to commodity associations through a “Massachusetts Grown and Fresher” marketing grant program; expand the usage of the “Logo” by identifying new opportunities to incorporate the logo within marketing and promotional initiatives;
- Develop and implement a “seal” of Commonwealth Quality Program to increase producer profitability as well as a market opportunity and consumer awareness that identifies specialty crop products adhering to certain existing standards and/ or production methods; and
- Partner with other New England Departments of Agriculture to support and promote the “Harvest New England” Marketing Conference in February 2009 and research and determine the effectiveness of developing a “Harvest New England” Good Agricultural Program.

Maryland Department of Agriculture - \$234,689.47, (applied for both FY07 and FY08 funds), to:

- Further develop the *Maryland's Best* “buy local” program including the website that links local farmers with consumers.
- Promote *Maryland's Best* “buy local” program to retail and wholesale markets and increase schools purchases of local products through its “Farm to School” program; and
- Create a cost share program for producers pursuing Good Handling Practices and Good Agriculture Practices (GAP/GHP) certification.

